

Faculty Profile

Name: Dr. Vijayudu Gnanamkonda

Designation: Assistant Professor

Teaching Areas: Marketing

Research Interests: Consumer Behaviour
Strategic Marketing Management
Integrated Marketing Communication
Rural Marketing
Services Marketing



Education: PhD (Sri Venkateswara University) (March 2013)
MBA (Sri Venkateswara University) (2001)
B.Com (Sri Venkateswara University) (1996)

Research/Selected Publication:

1. Sashikala, P., and Vijayudu, G. 2021. Factors Influencing Young Consumers on e-retailing-an Empirical Study to Analyze e-satisfaction Leading to e-loyalty in the Indian Context. *Academy of Marketing Studies Journal*, 25(3). 1-13. (ABDC- B)
2. Dwarakanath, S., Vijayudu, G., and Chakravarthi, K. 2020. The Young Consumers' Preferences for Buying Attributes: A Conjoint Analysis Approach. *Journal of Critical Reviews*, 7(4). 3897 – 3910. (SCOPUS)
3. Vijayudu, G., Chakravarti, K., and Chetna, G. K. Oct 2019. ICT in Rural School Education: Impacting on Children Cognition. *International Journal of Innovative Technology and Exploring Engineering*, 8(12). 1697-1703. DOI: 10.35940/ijitee.L3176.1081219 (SCOPUS)
4. Vijayudu, G., Anita, C., and Sashikala, P. Sep 2019. Market Access and Aggregate Sale through Value Chain in Agri-Produce - The Role of Community Owned Women Association, *International Journal of Recent Technology and Engineering*, 8(3). 8228-8232. DOI:10.35940/ijrte.C6716.098319 (SCOPUS)
5. Vijayudu, G., Chakravarthi, K., and Purna, P. N. 2019. Executive Garment Rental Service — A Study on Consumers' Preferences, *Theoretical Economics Letters*, 9(2). 327-335. DOI: 10.4236/tel.2019.92024 (ABDC- B)